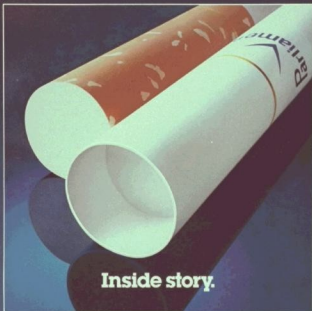


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Ad No. 3151—"INSIDE STORY"—Reg. No. 74629—Page—(31g x 111g inches)—4 1/2 (lines)—National Magazines (Other), 1982 (A)

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Inside story.

The secret's out.
Our filter is in. A quarter-
inch in, that is.

This small recess keeps
your lips from touching the tar
that builds up on the filter.

Flush filters can't do that.
Which is why Parliament
Lights are so tastefully light.

And even though that's a
short story, you'll have to
admit it's a novel idea.



Only Parliament Lights has
the famous recessed filter.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Strong "tar," 9.9 mg nicotine av. per cigarette, FTC Report Dec '81

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